



productions

## **ARTIST EXPECTATIONS**

**“Don’t be an artist because you want to. Be an artist because you have to. Professional art is not a recreational commitment.”**

- I. Make your artistic career a priority. What does that mean?
  - a. 100% commitment to yourself and your art
  - b. Availability to perform – crucial to perform frequently (Average record company requires an independent artist to perform at least 100x a year before they will even consider signing them.)
  - c. Availability for meetings with team, managers, executives, etc.
  - d. Rehearsals and being on time is **mandatory**.
  - e. Your artistic career should be included in your financial budget. (Why should anyone else invest in your career if you are not willing to invest in your own career?)
  
- II. Always ask yourself, what will make you different than any other performer on the market today?
  - a. Along with your production team, always work on developing your image. (Read magazines, try different clothing, be open to different hairstyles, etc.)
  - b. Your image should be consistent with your artistry.
  - c. You should be unique

**“My people are destroyed from lack of knowledge” Hosea 4:3**

- I. Keep yourself educated about the entertainment industry
  - a. Have a goal to read at least one book a month relating to the entertainment industry.
  - b. Subscribe to magazines relevant to the market you are trying to target (i.e. Gospel Industry, Vibe, Billboard, etc.)
  - c. Frequent as many concerts, seminars, workshops as you can. You must stay on top of the industry and what is happening in the industry and **what the audience wants**.
  - d. Your lifestyle needs to be centered around who you are as

- an artist.
- e. Expose yourself to as many performances as possible.
- f. Network!

II. Always work on improving your craft. This will require much discipline!!

**“He will die for lack discipline, led astray by his own great folly”. Prov 5:23**

- a. Voice Training
- b. Drama Classes
- c. Practice your material
- d. Always work on creating new material (set time aside on a weekly basis)

Think how long it took for you to train and learn your current job? Your career as an artist will require just as much time and commitment if not more.

III. Your Goals should be committed to paper

- a. one year goals
- b. five year goals
- c. ten year goals

Ask yourself, how the team that is behind you and is committed to your success can help you reach and attain your goals, **stay determined!**

IV. Be a positive thinker!

- a. Stay focused! Don't get stuck on the small things. Everything you do should help you attain the goals you have outlined for yourself.
- b. Communicate honestly to your peers and team members regarding all aspects of your career.

**“Finally brothers whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable-if anything is excellent or praiseworthy-think about such things. “Philipians 4:8**

v. Have daily devotions and prayer with God.  
**"But seek first his Kingdom and His righteousness, and all these things will be given to you as well. "Matthew 6:33**

VI. Have church home and be a faithful member.

Ask yourself the following questions:

1. Are you willing to make the time to invest in you?
2. Do you have the commitment?
3. Are you willing to work towards being disciplined?
4. Do you have the passion and drive to be an artist; or is it just a hobby?
5. What are some of the current obstacles in your life holding you back from investing 100% in your career? Work to remove them.
6. Why have you decided now to be an artist?
7. Do you have the support of family and friends?